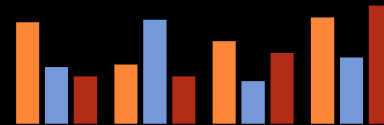
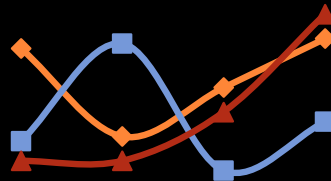
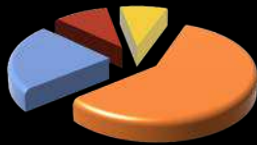
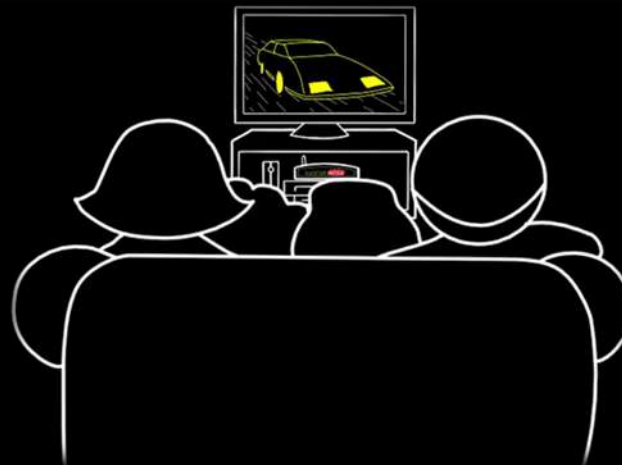


MEDIALOGIC MONTHLY REVIEW May 2018



medialogic **KANTAR MEDIA**

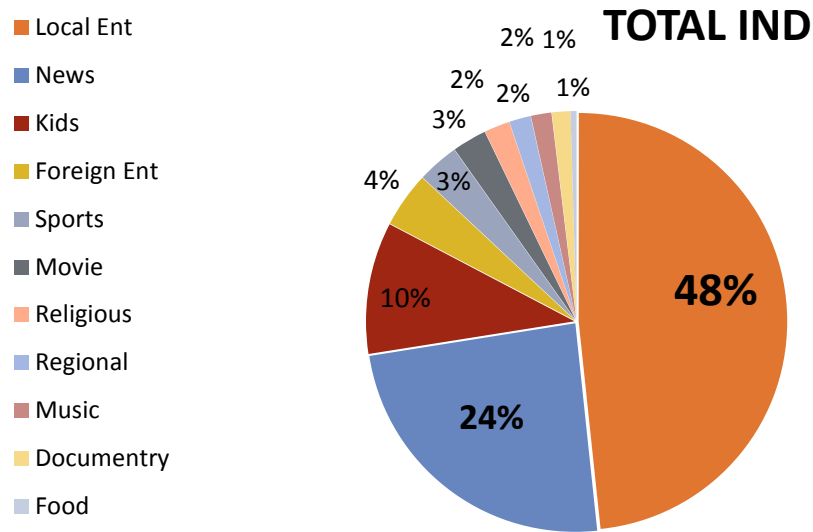
The Only Overnight TAM data providing Company in Pakistan.



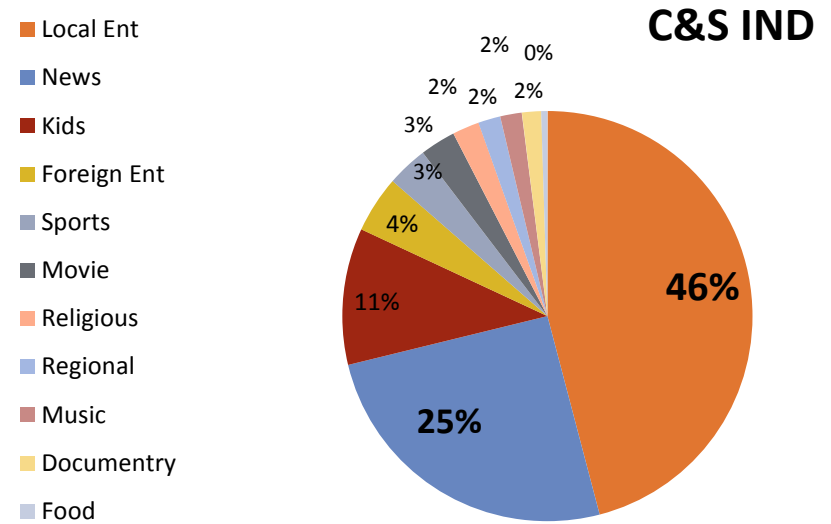
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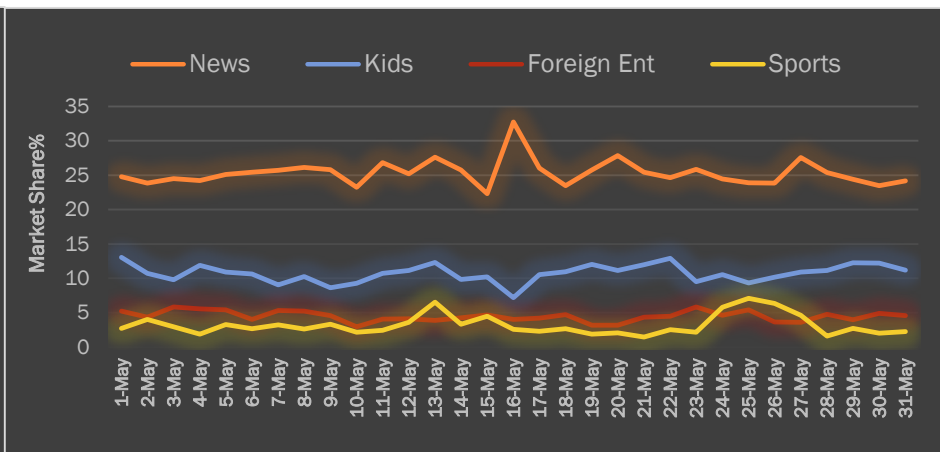
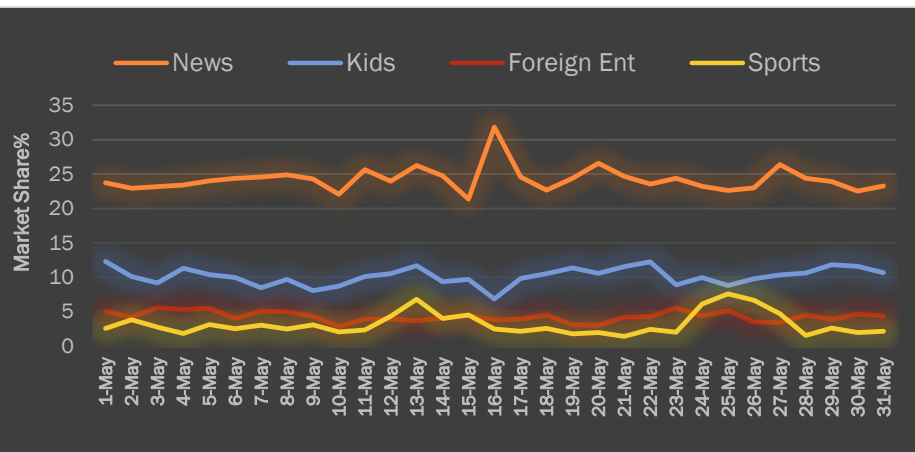
MARKET SHARE% | BY GENRE



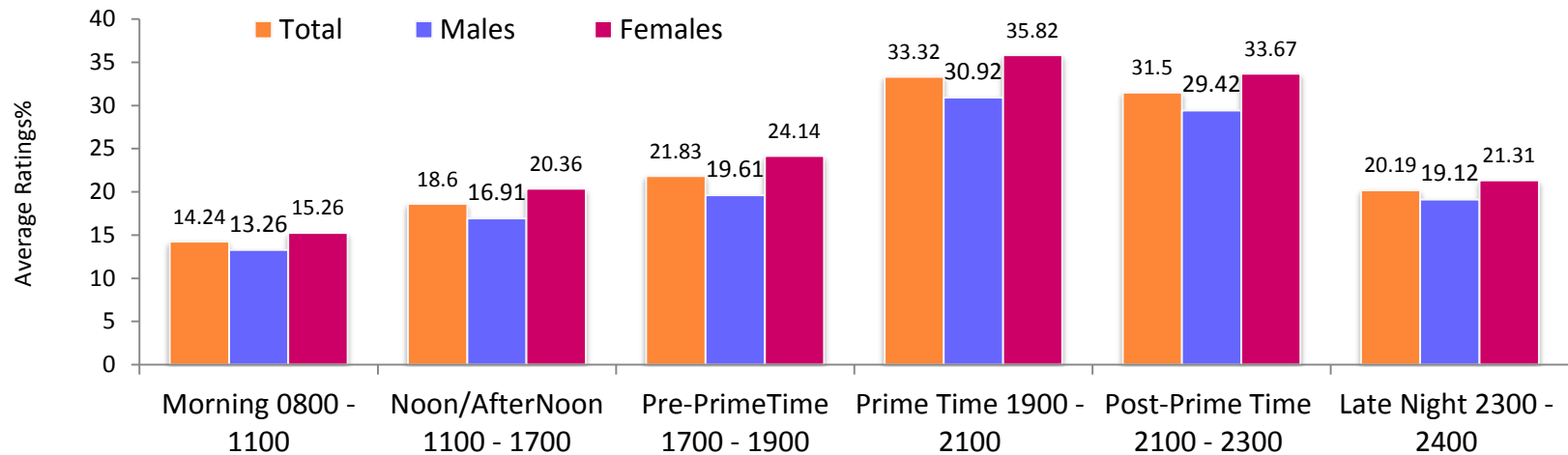
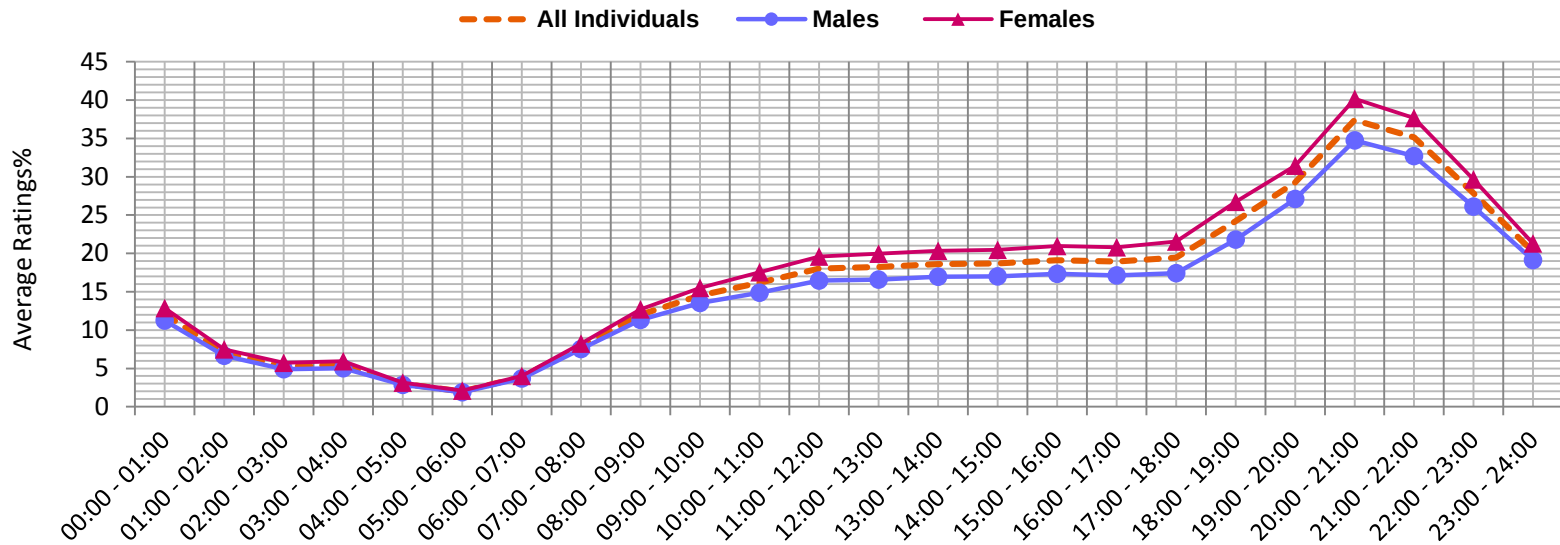
Day-wise Progression | Top (5) Genre
(Total IND)



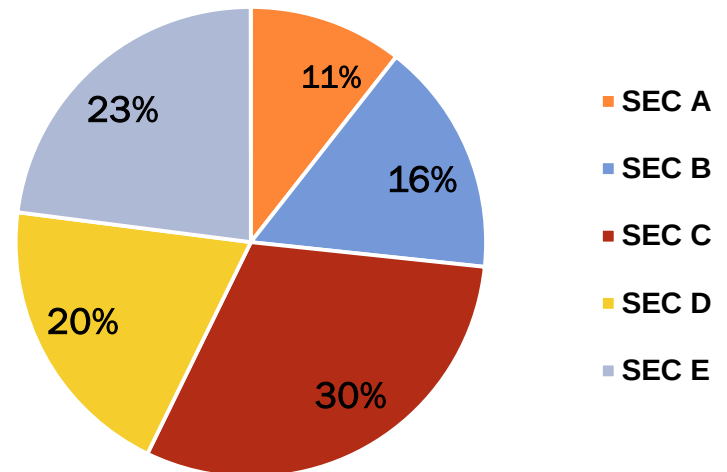
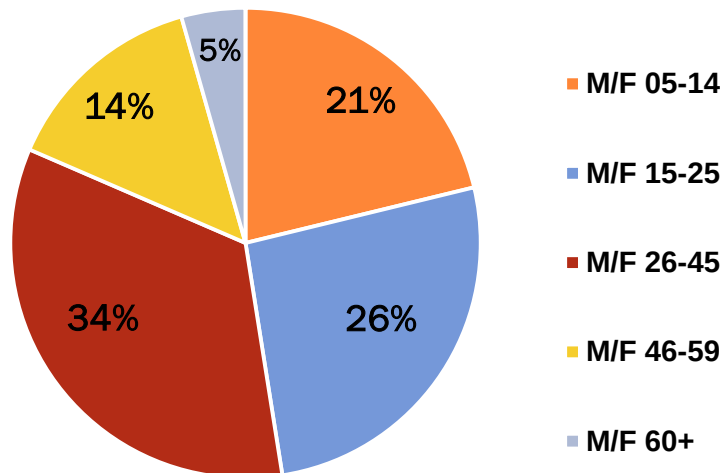
Day-wise Progression | Top (5) Genre
(CNS IND)



TIME BANDS UTILIZATION



TARGET GROUP SHARE RATINGS



*TGSR/Profile is based on total usage (24 Hours AVG ratings of based on TTV)

TOP 15 CHANNEL OVERALL | PAKISTAN TOTAL

PTV HOME leads the overall top 15 channels charts on Total Ind followed by ATV whereas ARY Digital lead on C&S followed by HUM TV.

Total Ind

May-18

Rank	Channel Name	Ratings%
1	PTV HOME	1.214
2	ATV	1.175
3	ARY DIGITAL	0.705
4	HUM TV	0.522
5	GEO ENTERTAINMENT	0.491
6	DISNEY CHANNEL	0.334
7	GEO NEWS	0.331
8	CARTOON NETWORK	0.258
9	GEO KAHANI	0.226
10	FILMAZIA	0.216
11	ARY NEWS	0.212
12	URDU 1	0.190
13	EXPRESS NEWS	0.172
14	A PLUS	0.168
15	EXPRESS ENTERTAINMENT	0.160

C&S Ind

May-18

Rank	Channel Name	Ratings%
1	ARY DIGITAL	1.005
2	HUM TV	0.744
3	GEO ENTERTAINMENT	0.701
4	DISNEY CHANNEL	0.475
5	GEO NEWS	0.472
6	CARTOON NETWORK	0.368
7	GEO KAHANI	0.322
8	FILMAZIA	0.307
9	ARY NEWS	0.303
10	URDU 1	0.270
11	EXPRESS NEWS	0.245
12	A PLUS	0.240
13	EXPRESS ENTERTAINMENT	0.228
14	DUNYA NEWS	0.226
15	TV ONE	0.195

TOP 15 CHANNEL OVERALL | PAKISTAN UPRAVN

ARY DIGITAL lead the overall top 15 channels charts on both Total Ind and C&S Ind

Total Ind

May-18		
Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.944
2	HUM TV	0.696
3	GEO ENTERTAINMENT	0.653
4	DISNEY CHANNEL	0.459
5	GEO NEWS	0.438
6	GEO KAHANI	0.368
7	PTV HOME	0.347
8	CARTOON NETWORK	0.341
9	FILMAZIA	0.306
10	ARY NEWS	0.283
11	ATV	0.282
12	URDU 1	0.265
13	A PLUS	0.238
14	EXPRESS NEWS	0.218
15	EXPRESS ENTERTAINMENT	0.206

C&S Ind

May-18		
Rank	Channel Name	Ratings%
1	ARY DIGITAL	1.012
2	HUM TV	0.746
3	GEO ENTERTAINMENT	0.7
4	DISNEY CHANNEL	0.492
5	GEO NEWS	0.47
6	GEO KAHANI	0.394
7	CARTOON NETWORK	0.366
8	FILMAZIA	0.328
9	ARY NEWS	0.303
10	URDU 1	0.284
11	A PLUS	0.255
12	EXPRESS NEWS	0.234
13	EXPRESS ENTERTAINMENT	0.221
14	DUNYA NEWS	0.208
15	TV ONE	0.2



TOP 15 CHANNELS BY REGION | TOTAL IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isl	
Rank	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%
1	PTV HOME	1.214	ARY DIGITAL	0.944	ARY DIGITAL	1.170	DISNEY CHANNEL	1.164	ARY DIGITAL	0.832	GEO KAHANI	1.303
2	ATV	1.175	HUM TV	0.696	GEO ENT	0.886	ARY DIGITAL	0.931	HUM TV	0.687	ATV	0.700
3	ARY DIGITAL	0.705	GEO ENT	0.653	HUM TV	0.719	GEO NEWS	0.826	GEO ENT	0.629	ARY DIGITAL	0.672
4	HUM TV	0.522	DISNEY CHANNEL	0.459	CARTOON NWK	0.425	HUM TV	0.798	GEO KAHANI	0.458	PTV HOME	0.604
5	GEO ENT	0.491	GEO NEWS	0.438	GEO NEWS	0.403	GEO ENT	0.462	DISNEY CHANNEL	0.453	URDU 1	0.504
6	DISNEY CHANNEL	0.334	GEO KAHANI	0.368	ARY NEWS	0.344	POGO	0.332	FILMAZIA	0.413	HUM TV	0.420
7	GEO NEWS	0.331	PTV HOME	0.347	PTV HOME	0.302	ZAQQA	0.321	ATV	0.407	GEO NEWS	0.415
8	CARTOON NWK	0.258	CARTOON NWK	0.341	EXPRESS ENT	0.292	A PLUS	0.314	PTV HOME	0.373	ARY NEWS	0.397
9	GEO KAHANI	0.226	FILMAZIA	0.306	EXPRESS NEWS	0.275	DUNYA NEWS	0.306	CARTOON NWK	0.340	FILMAZIA	0.395
10	FILMAZIA	0.216	ARY NEWS	0.283	PLAY ENT	0.256	PTV HOME	0.253	URDU 1	0.279	GEO ENT	0.392
11	ARY NEWS	0.212	ATV	0.282	TEN SPORTS	0.246	DAWN NEWS	0.245	GEO NEWS	0.262	CARTOON NWK	0.316
12	URDU 1	0.190	URDU 1	0.265	SAMAA	0.231	FILMAZIA	0.241	ARY NEWS	0.244	A PLUS	0.298
13	EXPRESS NEWS	0.172	A PLUS	0.238	COLORS	0.229	CARTOON NWK	0.229	A PLUS	0.212	NICKELODEON	0.290
14	A PLUS	0.168	EXPRESS NEWS	0.218	URDU 1	0.218	ARY NEWS	0.213	EXPRESS NEWS	0.177	TV ONE	0.290
15	EXPRESS ENT	0.160	EXPRESS ENT	0.206	TV ONE	0.210	TV ONE	0.209	DUNYA NEWS	0.171	FILM WORLD	0.265

TOP 15 CHANNELS BY REGION | C&S IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isl	
Rank	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%
1	ARY DIGITAL	1.005	ARY DIGITAL	1.012	ARY DIGITAL	1.210	DISNEY CHANNEL	1.214	ARY DIGITAL	0.914	GEO KAHANI	1.544
2	HUM TV	0.744	HUM TV	0.746	GEO ENT	0.917	ARY DIGITAL	0.969	HUM TV	0.754	ARY DIGITAL	0.797
3	GEO ENT	0.701	GEO ENT	0.700	HUM TV	0.743	GEO NEWS	0.861	GEO ENT	0.691	URDU 1	0.598
4	DISNEY CHANNEL	0.475	DISNEY CHANNEL	0.492	CARTOON NWK	0.439	HUM TV	0.832	GEO KAHANI	0.503	HUM TV	0.498
5	GEO NEWS	0.472	GEO NEWS	0.470	GEO NEWS	0.417	GEO ENT	0.481	DISNEY CHANNEL	0.498	GEO NEWS	0.491
6	CARTOON NWK	0.368	GEO KAHANI	0.394	ARY NEWS	0.355	POGO	0.345	FILMAZIA	0.453	ARY NEWS	0.470
7	GEO KAHANI	0.322	CARTOON NWK	0.366	EXPRESS ENT	0.302	ZAIQA	0.334	CARTOON NWK	0.374	FILMAZIA	0.468
8	FILMAZIA	0.307	FILMAZIA	0.328	EXPRESS NEWS	0.284	A PLUS	0.327	URDU 1	0.306	GEO ENT	0.465
9	ARY NEWS	0.303	ARY NEWS	0.303	PLAY ENT	0.265	DUNYA NEWS	0.319	GEO NEWS	0.287	CARTOON NWK	0.375
10	URDU 1	0.270	URDU 1	0.284	TEN SPORTS	0.254	DAWN NEWS	0.256	ARY NEWS	0.268	A PLUS	0.353
11	EXPRESS NEWS	0.245	A PLUS	0.255	SAMAA	0.239	FILMAZIA	0.251	A PLUS	0.232	NICKELODEON	0.344
12	A PLUS	0.240	EXPRESS NEWS	0.234	COLORS	0.236	CARTOON NWK	0.238	EXPRESS NEWS	0.194	TV ONE	0.344
13	EXPRESS ENT	0.228	EXPRESS ENT	0.221	URDU 1	0.225	ARY NEWS	0.222	DUNYA NEWS	0.188	FILM WORLD	0.314
14	DUNYA NEWS	0.226	DUNYA NEWS	0.208	TV ONE	0.217	TV ONE	0.218	EXPRESS ENT	0.154	EXPRESS ENT	0.297
15	TV ONE	0.195	TV ONE	0.200	A PLUS	0.209	URDU 1	0.213	NINETY 2 NEWS	0.152	DUNYA NEWS	0.293

ENTERTAINMENT CHANNELS – 24 HOURS

ARY Digital is Leading on both Total and C&S Ind.

Total Ind			C&S IND		
May-18			May-18		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.94	1	ARY DIGITAL	1.01
2	HUM TV	0.70	2	HUM TV	0.75
3	GEO ENT	0.65	3	GEO ENT	0.7
4	GEO KAHANI	0.37	4	GEO KAHANI	0.39
5	PTV HOME	0.35	5	FILMAZIA	0.33
6	FILMAZIA	0.31	6	URDU 1	0.28
7	ATV	0.28	7	A PLUS	0.26
8	URDU 1	0.27	8	EXPRESS ENT	0.22
9	A PLUS	0.24	9	TV ONE	0.2
10	EXPRESS ENT	0.21	10	PLAY ENT	0.19

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

Hum TV is leading on Prime Time followed by ARY Digital on both Total and C&S Ind

Total Ind			C&S IND		
May-18			May-18		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	HUM TV	2.51	1	HUM TV	2.69
2	ARY DIGITAL	2.46	2	ARY DIGITAL	2.64
3	GEO ENT	2.09	3	GEO ENT	2.24
4	GEO KAHANI	0.99	4	GEO KAHANI	1.06
5	PTV HOME	0.81	5	FILMAZIA	0.85
6	FILMAZIA	0.79	6	URDU 1	0.79
7	URDU 1	0.74	7	A PLUS	0.65
8	ATV	0.73	8	EXPRESS ENT	0.59
9	A PLUS	0.61	9	TV ONE	0.38
10	EXPRESS ENT	0.55	10	PLAY ENT	0.33

TOP NEWS CHANNELS - 24 HOURS

GEO News is on top followed by ARY News on both Total and C&S Individuals.

Total Ind		
May-18		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.438
2	ARY NEWS	0.283
3	EXPRESS NEWS	0.218
4	DUNYA NEWS	0.194
5	SAMAA	0.156
6	DAWN NEWS	0.123
7	NINETY 2 NEWS	0.118
8	ABB TAKK	0.114
9	AAJ NEWS	0.110
10	NEWS ONE	0.095

C&S Ind		
May-18		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.470
2	ARY NEWS	0.303
3	EXPRESS NEWS	0.234
4	DUNYA NEWS	0.208
5	SAMAA	0.167
6	DAWN NEWS	0.132
7	NINETY 2 NEWS	0.127
8	ABB TAKK	0.123
9	AAJ NEWS	0.118
10	NEWS ONE	0.102

TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

GEO News is on top during prime time followed by ARY News.

Total Ind

May-18

Rank	Channel Name	Ratings%
1	GEO NEWS	0.741
2	ARY NEWS	0.530
3	EXPRESS NEWS	0.436
4	DUNYA NEWS	0.417
5	SAMAA	0.327
6	NINETY 2 NEWS	0.250
7	AAJ NEWS	0.246
8	DAWN NEWS	0.197
9	ABB TAKK	0.186
10	NEWS ONE	0.152

C&S Ind

May-18

Rank	Channel Name	Ratings%
1	GEO NEWS	0.795
2	ARY NEWS	0.569
3	EXPRESS NEWS	0.467
4	DUNYA NEWS	0.447
5	SAMAA	0.350
6	NINETY 2 NEWS	0.268
7	AAJ NEWS	0.264
8	DAWN NEWS	0.211
9	ABB TAKK	0.200
10	NEWS ONE	0.163

MUSIC CHANNELS

Rank	Channel Name	TRPs	Relative Share%
1	8XM	163	62%
2	JALWA	87	34%
3	ARY MUSIK	7	3%
4	OXYGENE	4	2%
5	VIBE TV	0	0%
	Total	261	100%

8XM*

Captures the 1st position as
the most watched music
channel with 62% share in
music Genre

**Total Ind**

May-18

Rank	Channel Name	TRPs	Relative Shr%
1	PTV SPORTS	204	47%
2	TEN SPORTS	185	43%
3	GEO SUPER	45	10%
	Grand Total	434	100%

C&S Ind

May-18

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	264	55%
2	PTV SPORTS	150	31%
3	GEO SUPER	64	13%
	Grand Total	478	100%

PTV SPORTS is leading on Total IND and TEN SPORTS on C&S Ind.

SPORTS

**Total Ind**

May-18

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	255	52%
2	PTV SPORTS	169	35%
3	GEO SUPER	63	13%
	Grand Total	486	100%

C&S Ind

May-18

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	273	55%
2	PTV SPORTS	154	31%
3	GEO SUPER	68	14%
	Grand Total	495	100%

TEN SPORTS is leading on both Total Ind and C&S Ind.

SPORTS

Movie Channels

Film World captures 1st Position on 24 hours and on Prime time

24 Hours | C&S Ind

May-18

Rank	Channel Name	Ratings%
1	FILM WORLD	0.120
2	HBO	0.040
3	FILMAX	0.039
4	SILVER SCREEN	0.032
5	WB	0.024
6	RAAVI TV	0.015
7	AXN	0.010
8	STAR MOVIES	0.008
9	STAR LITE TV	0.002

Prime Time | 20.00-00.00 | C&S Ind

May-18

Rank	Channel Name	Ratings%
1	FILM WORLD	0.316
2	SILVER SCREEN	0.090
3	FILMAX	0.088
4	HBO	0.073
5	RAAVI TV	0.050
6	WB	0.045
7	AXN	0.018
8	STAR MOVIES	0.010
9	STAR LITE TV	0.001

FOOD CHANNELS

C&S Ind

May-18

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	75	100%
..	Grand Total	75	100%



Disney Channel Holds 44% Of Kids Channels Viewership

Rank	Channel	TRPs	Relative Share%
1	DISNEY CHANNEL	732	44%
2	CARTOON NETWORK	545	33%
3	POGO	249	15%
4	NICKELODEON	94	6%
5	CINEMACHI KIDS	36	2%
....	Grand Total	1655	100%



TOP REGIONAL C&S IND | TIME BAND 18:00 – 23:00

	PAK URBAN		URBAN PUNJAB		URBAN SINDH		URBAN KP		URBAN BALUCHISTAN	
Rank	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%
1	APNA CHANNEL	0.144	APNA CHANNEL	0.127	APNA CHANNEL	0.191	AVT KHYBER NEWS	0.284	PTV BOLAN	0.071
2	PTV NATIONAL	0.021	ROHI TV	0.031	KTN	0.036	AVT KHYBER	0.171	ARUJ TV	0.018
3	PUNJAB TV	0.019	PTV NATIONAL	0.026	PUNJAB TV	0.022	ARUJ TV	0.130	PASHTO 1	0.016
4	AVT KHYBER NEWS	0.018	PUNJAB TV	0.018	KASHISH	0.017	MASHRAQ TV	0.122	PUNJAB TV	0.013
5	ROHI TV	0.017	ARUJ TV	0.010	MEHRAN TV	0.012	PTV NATIONAL	0.093	MASHRAQ TV	0.010
6	KTN	0.015	KAY2	0.008	SINDH TV	0.011	PASHTO 1	0.076	KAY2	0.010
7	ARUJ TV	0.015	AVT KHYBER	0.005	AWAZ	0.010	APNA CHANNEL	0.011	AWAZ	0.008
8	AVT KHYBER	0.015	PASHTO 1	0.005	KTN NEWS	0.009	KAY2	0.010	VSH NEWS	0.007
9	MASHRAQ TV	0.009	DHARTI TV	0.003	DHARTI TV	0.005	PUNJAB TV	0.009	AVT KHYBER NEWS	0.007
10	PASHTO 1	0.008	PTV BOLAN	0.002	PTV NATIONAL	0.004	DHARTI TV	0.003	AVT KHYBER	0.005
11	KASHISH	0.007	AVT KHYBER NEWS	0.002	AVT KHYBER	0.004	SINDH TV	0.003	WASEB	0.005
12	KAY2	0.006	KTN	0.002	SINDH TV NEWS	0.004	KASHISH	0.002	KASHISH	0.004
13	SINDH TV	0.005	MASHRAQ TV	0.001	ROHI TV	0.003	MEHRAN TV	0.001	APNA CHANNEL	0.003
14	MEHRAN TV	0.005	SINDH TV	0.001	ARUJ TV	0.003	KTN	0.001	PTV NATIONAL	0.002
15	AWAZ	0.004	WASEB	0.001	PASHTO 1	0.002	PTV BOLAN	0.001	DHARTI TV	0.002
16	KTN NEWS	0.004	KASHISH	0.001	KAY2	0.002	SINDH TV NEWS	0.001	MEHRAN TV	0.001
17	DHARTI TV	0.004	AWAZ	0.001	PTV BOLAN	0.002	WASEB	0.001	SINDH TV	0.001
18	PTV BOLAN	0.003	MEHRAN TV	0.001	WASEB	0.001	VSH NEWS	0.001	KTN	0.000
19	SINDH TV NEWS	0.002	KTN NEWS	0.000	MASHRAQ TV	0.001	KTN NEWS	0.000	KTN NEWS	0.000
20	WASEB	0.001	SINDH TV NEWS	0.000	AVT KHYBER NEWS	0.000	ROHI TV	0.000	ROHI TV	0.000
21	VSH NEWS	0.000	VSH NEWS	0.000	VSH NEWS	0.000	AWAZ	0.000	SINDH TV NEWS	0.000

TOP PROGRAMS | OVERALL

HUM TV's "Ishq Tamasha" Hits 8.221 Ratings on 20th May'18

Top Programs | Total Individuals

May-18

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	20-May-18	HUM TV	Ishq Tamasha	8.221	3787	17
2	26-May-18	HUM TV	Khamoshi	6.987	3218	16
3	17-May-18	ARY DIGITAL	BulBulay	6.956	3204	19
4	17-May-18	GEO ENTERTAINMENT	Ghar Titli Ka Paar	6.850	3155	16
5	15-May-18	HUM TV	Maa Sadkay	5.644	2600	15
6	30-May-18	ARY DIGITAL	Jeeto Pakistan	5.379	2478	16
7	25-May-18	GEO ENTERTAINMENT	Ek Thi Raniya	5.020	2312	11
8	21-May-18	GEO ENTERTAINMENT	Khaani	4.798	2210	11
9	14-May-18	ARY DIGITAL	Beydardi	4.605	2121	10
10	04-May-18	HUM TV	Parchahi	4.512	2078	11

*Top programs ranking is based on highest rated episode of each program during the reporting period

Please note there is down time in some time slots for few days during Ramadan where programs details are not available...

HUM TV's "Ishq Tamasha" Hits 8.818 Ratings on 20th May'18

Top Programs | CNS Individuals

May-18

Rank	Date	Channel	Program Title	Ratings%	Ratings*000"	Market Share
1	20-May-18	HUM TV	Ishq Tamasha	8.818	3787	18
2	26-May-18	HUM TV	Khamoshi	7.494	3218	17
3	17-May-18	ARY DIGITAL	BulBulay	7.461	3204	21
4	17-May-18	GEO ENTERTAINMENT	Ghar Titli Ka Paar	7.346	3155	17
5	15-May-18	HUM TV	Maa Sadkay	6.053	2600	16
6	30-May-18	ARY DIGITAL	Jeeto Pakistan	5.770	2478	16
7	25-May-18	GEO ENTERTAINMENT	Ek Thi Raniya	5.384	2312	11
8	21-May-18	GEO ENTERTAINMENT	Khaani	5.146	2210	11
9	14-May-18	ARY DIGITAL	Beydardi	4.939	2121	11
10	04-May-18	HUM TV	Parchahi	4.839	2078	11

*Top programs ranking is based on highest rated episode of each program during the reporting period

Please note there is down time in some time slots for few days during Ramadan where programs details are not available...

Current Affairs Talk Shows | C&S Ind

May-18

Rank	Date	Channel	Program Title	Host	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
1	16-May-18	GEO NEWS	Capital Talk	Hamid Mir	1.674	719	4.3
2	17-May-18	ARY NEWS	Off The Record	Kashif Abbassi	1.400	601	3.5
3	16-May-18	ARY NEWS	The Reporters	Barrister Ehtisham	1.270	545	4.6
4	20-May-18	GEO NEWS	Naya Pakistan	Talat Hussain	1.136	488	2.6
5	16-May-18	SAMAA	7 Sey 8	Kiran Naz	0.974	418	3.8
6	21-May-18	ARY NEWS	Power Play	Arshad Sharif	0.945	406	3.1
7	10-May-18	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	Shahzaib Khanzada	0.937	403	3.1
8	16-May-18	EXPRESS NEWS	Takrar	Imran Khan	0.897	385	2.4
9	26-May-18	ARY NEWS	Aitraaz Hai	Adil Abbassi	0.861	370	2.1
10	06-May-18	DUNYA NEWS	Tonight With Moeed Pirzada	Moeed Pirzada	0.783	336	1.8

GEO NEWS' Capital Talk" is on Top amongst talk shows during May 2018.

Disclaimer : Ranking is based on talk shows telecast between 19.00 hours and 23.59

Please note there is down time in some time slots for few days during Ramadan where programs details are not available...

INFOTAINMENT SHOWS

Dunya News' "Mazaaq Raat" is on top & followed "Khabardar".

Date	CHANNEL	Title	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
22-May-18	DUNYA NEWS	Mazaaq Raat	1.450	623	5.8
26-May-18	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	1.197	514	4.7
10-May-18	EXPRESS NEWS	Siyasi Theater	1.058	454	9.2
05-May-18	GEO NEWS	Khabar Naak	1.004	431	3.6
07-May-18	DUNYA NEWS	Hasb-e-Haal	0.885	380	3.8
14-May-18	EXPRESS NEWS	Darling	0.623	267	2.9
05-May-18	24 NEWS	Kyun Key Jamhuryat Hai	0.285	123	1.0
13-May-18	NEO TV	Sawa Teen	0.231	99	0.8
11-May-18	AAJ NEWS	Hoshiyaar Baash	0.162	70	0.8



Ranking of shows is based on highest rated show during the reporting period.

MORNING SHOWS / FEMALE 15-45 ALL

ARY DIGITAL's "Good Morning Pakistan" leading on Females 15-45 All followed by Geo Ent "Geo Subha Pakistan"

Rank	Days	Channel	Program Name	Host	R % (Net)	RT (Net)	MS(Net)
1	Mon-Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	2.105	283	10.3
2	Mon-Fri	GEO ENTERTAINMENT	Geo Subha Pakistan	Shaista Lodhi	1.166	158	5.7
3	Mon-Fri	ARY NEWS	The Morning Show	Sanam Baloch	1.114	151	5.4
4	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	1.053	143	5.3
5	Mon-Fri	ATV	Mehekki Morning	Sundas Khan	1.031	140	6.0
6	Mon-Fri	A PLUS	Ek Nayee Subha (With Farah)	Farah Khan	1.015	139	5.4
7	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Shah & Zohaib Hassan	0.939	126	6.7
8	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.863	117	4.3
9	Mon-Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.820	111	4.3
10	Mon-Fri	DAWN NEWS	Best Of Chai Toast Aur Host	Anoushey Ashraf	0.656	89	3.1
11	Mon-Fri	SAMAA	Subah Savaray Samaa kay Sath	Madiha Naqvi	0.591	80	3.0
12	Mon-Fri	EXPRESS ENTERTAINMENT	Satrungi	Javeria Saud	0.582	79	2.9
13	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faysal Qureshi	0.408	55	2.0
14	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Shaikh & Anum Ali Kazmi	0.390	53	2.0
15	Mon-Fri	PTV NEWS	Subha-e-Nau	Nusrat Haris	0.279	38	1.4
16	Mon-Fri	ZAQQA	Sunrise From Istanbul	Maria Wasti	0.166	22	0.7
17	Mon-Fri	SUCH TV	Such Savera	Huma Arslan	0.136	18	0.7
18	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.083	11	0.4
19	Mon-Fri	APNA CHANNEL	Apna Morning With Babar Ali	Babar Ali	0.040	5	0.2
20	Mon-Fri	K21	Good Morning	Rida Saiffee & Muhammad Yasir	0.003	0	0.0

Ranking of morning shows is based on Avg Net Rtgs (excluding mid breaks) of the show for the reporting month.

MORNING SHOWS | FEMALE 15-45 C&S

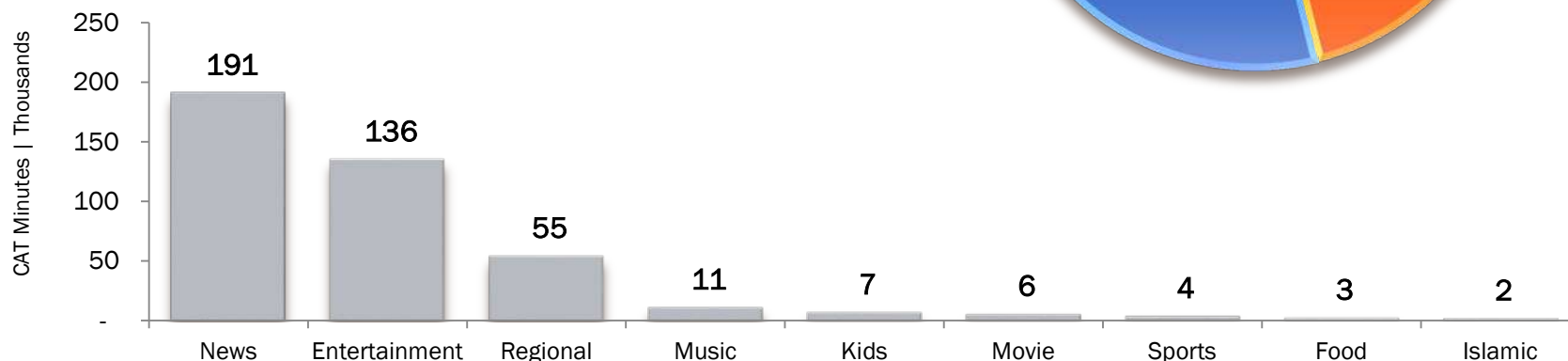
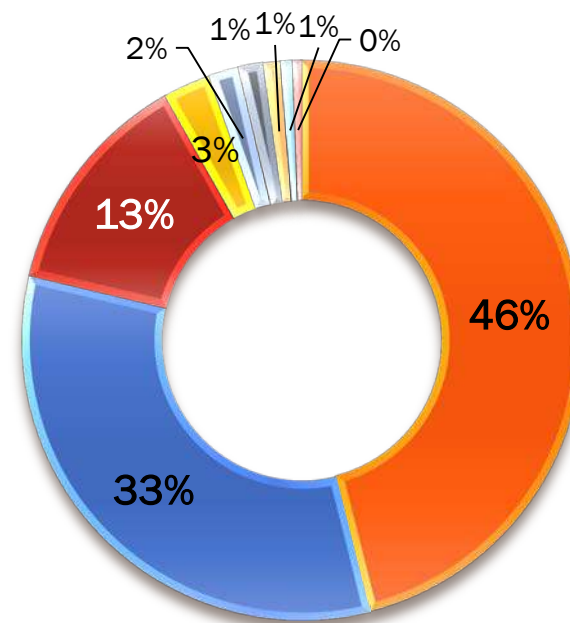
ARY DIGITAL's "Good Morning Pakistan" leading on Females 15-45 CNS followed by Geo Ent "Geo Subha Pakistan"

Rank	Days	Channel	Program Name	Host	R % (Net)	RT (Net)	MS(Net)
1	Mon-Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	2.260	283	10.6
2	Mon-Fri	GEO ENTERTAINMENT	Geo Subha Pakistan	Shaista Lodhi	1.253	158	6.2
3	Mon-Fri	ARY NEWS	The Morning Show	Sanam Baloch	1.196	151	5.7
4	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	1.128	143	5.6
5	Mon-Fri	A PLUS	Ek Nayee Subha (With Farah)	Farah Khan	1.087	139	5.7
6	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Shah & Zohaib Hassan	1.007	126	7.0
7	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.925	116	4.4
8	Mon-Fri	DAWN NEWS	Best Of Chai Toast Aur Host	Anoushey Ashraf	0.704	89	3.3
9	Mon-Fri	EXPRESS ENTERTAINMENT	Satrungi	Javeria Saud	0.625	79	3.1
10	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faysal Qureshi	0.435	55	2.1
11	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Shaikh & Anum Ali Kazmi	0.419	53	2.1
12	Mon-Fri	SAMAA	Subah Savaray Samaa kay Sath	Madiha Naqvi	0.406	51	2.1
13	Mon-Fri	ZAQQA	Sunrise From Istanbul	Maria Wasti	0.178	22	0.8
14	Mon-Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.173	22	0.9
15	Mon-Fri	SUCH TV	Such Savera	Huma Arslan	0.146	18	0.7
16	Mon-Fri	ATV	Mehekti Morning	Sundas Khan	0.139	17	1.1
17	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.089	11	0.4
18	Mon-Fri	PTV NEWS	Subh-a-Nau	Nusrat Haris	0.082	10	0.4
19	Mon-Fri	APNA CHANNEL	Apna Morning With Babar Ali	Babar Ali	0.043	5	0.2
20	Mon-Fri	K21	Good Morning	Rida Saiffee & Muhammad Yasir	0.004	0	0.0

Ranking of morning shows is based on Avg Net Rtgs (excluding mid breaks) of the show for the reporting month.

COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%

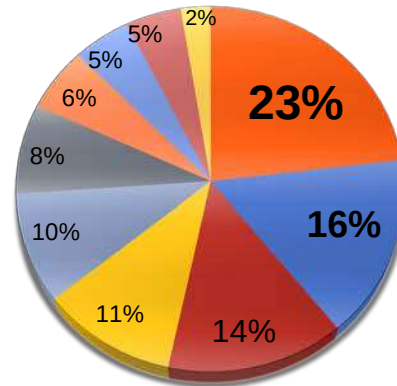


Highest CAT Share Going To News Channels

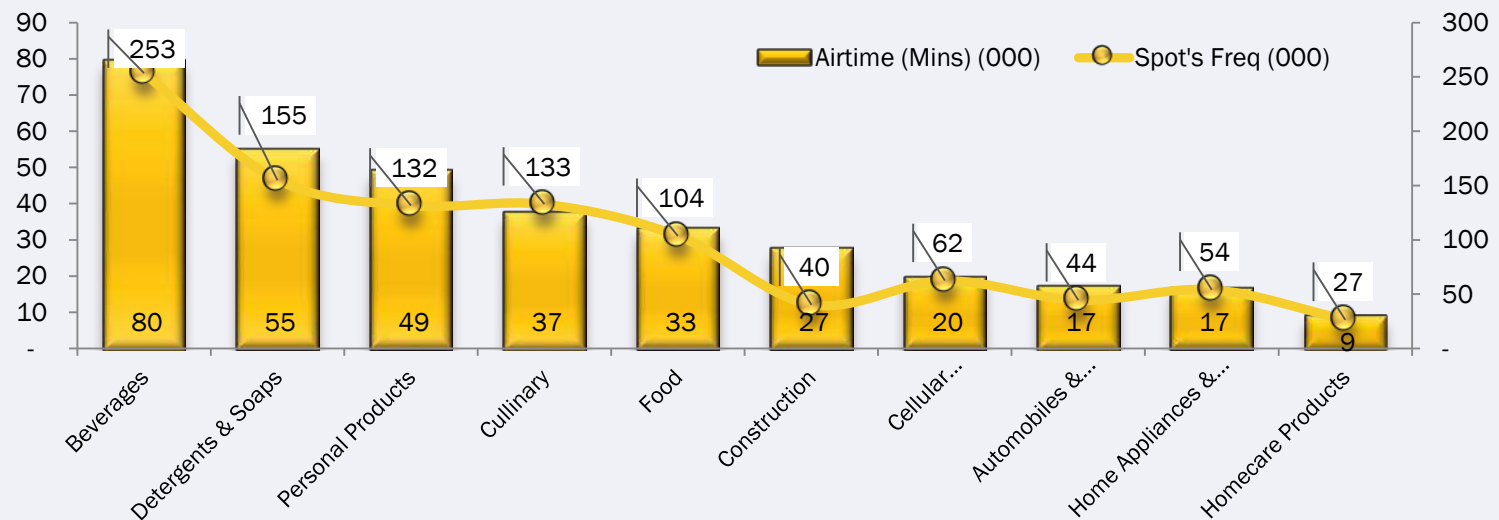
Please Note : Commercial Airtime Minutes are based on Spot TVCs only

TOP 10 CATEGORIES

Relative Share



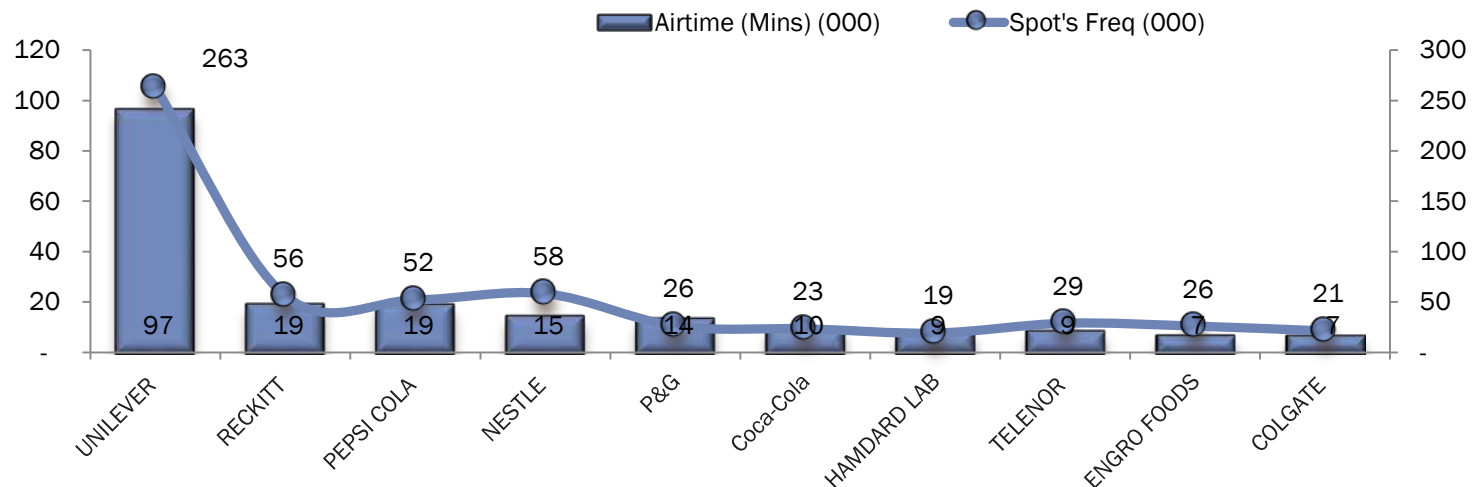
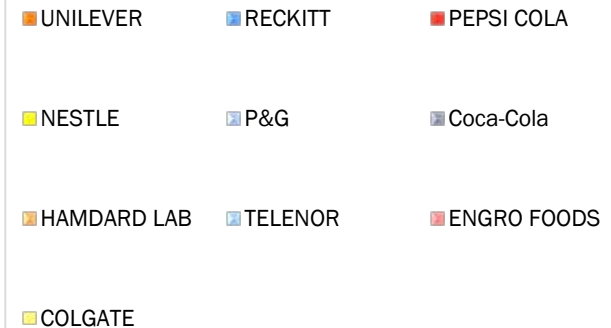
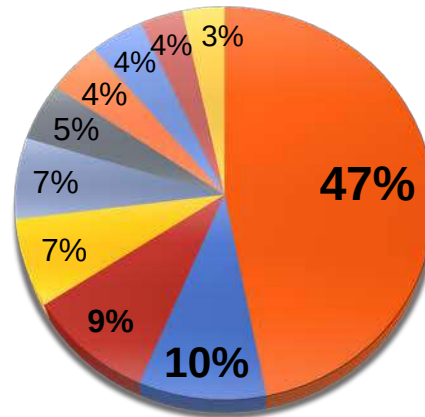
- Beverages
- Detergents & Soaps
- Personal Products
- Cullinary
- Food
- Construction
- Cellular Communication
- Automobiles & Transport
- Home Appliances & Electronics
- Homecare Products



“Beverages” Leading CAT Share Followed By “Detergents & Soaps”.

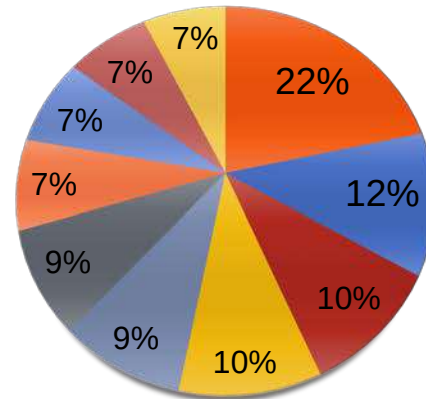
TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

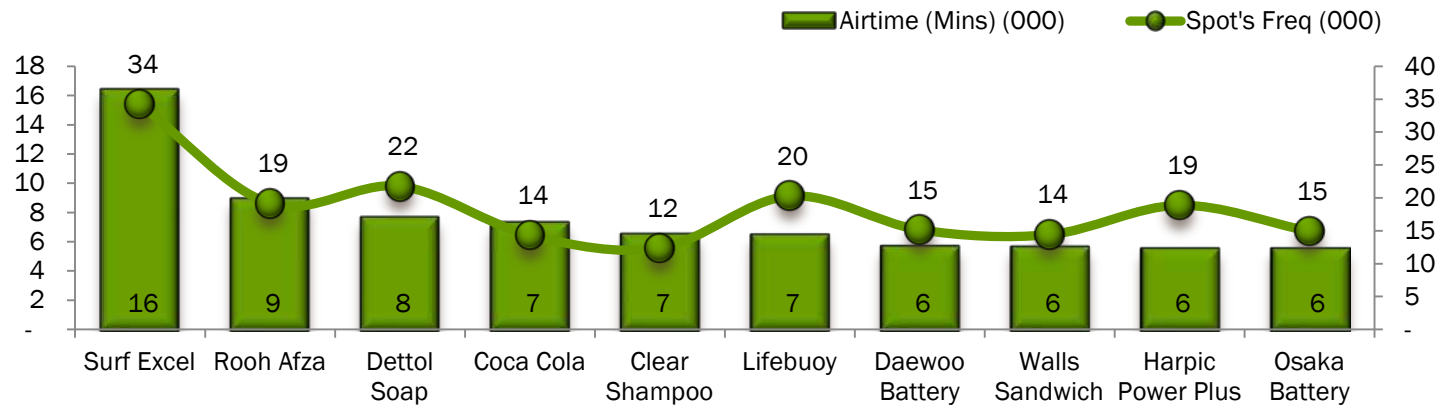


TOP 10 BRANDS

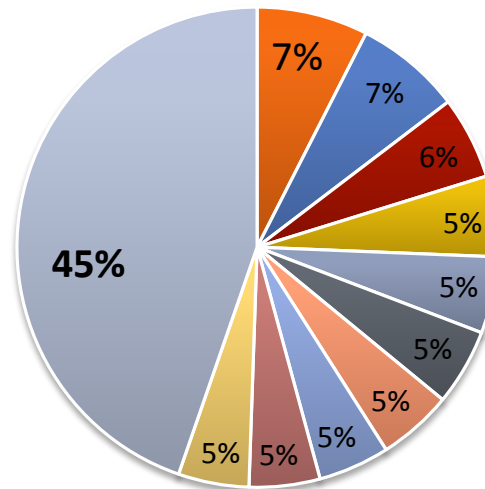
Relative Share



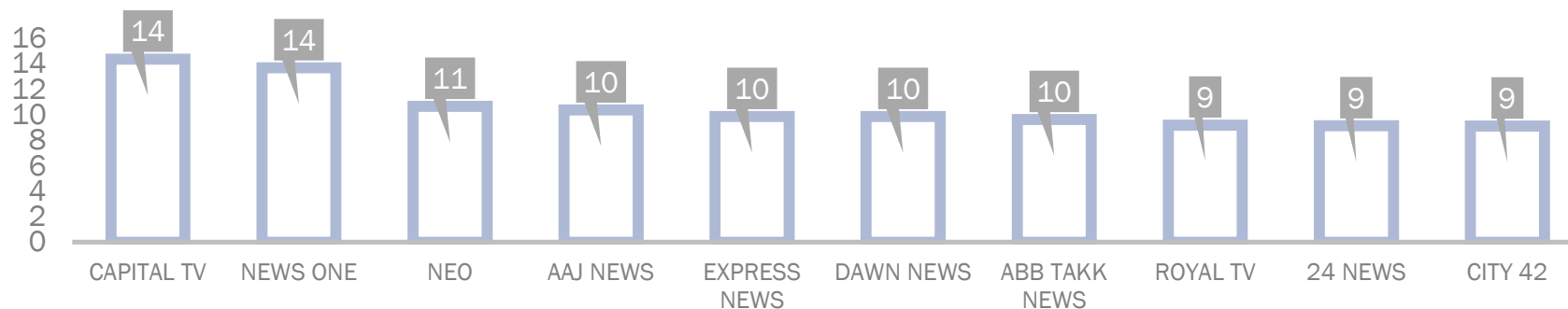
- Surf Excel
- Dettol Soap
- Clear Shampoo
- Daewoo Battery
- Harpic Power Plus
- Rooh Afza
- Coca Cola
- Lifebuoy
- Walls Sandwich
- Osaka Battery



NEWS CHANNELS | CAT COMPARISON

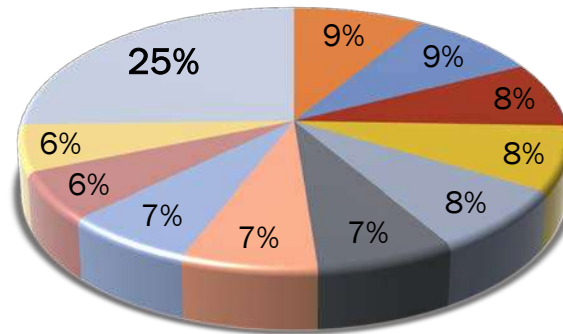


CAT Minutes In Thousands



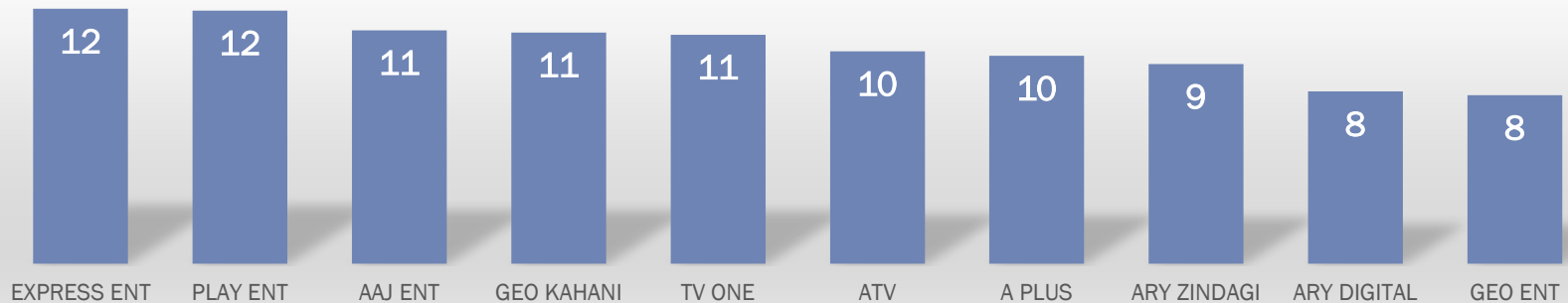
ENT CHANNELS | CAT COMPARISON

Relative Share

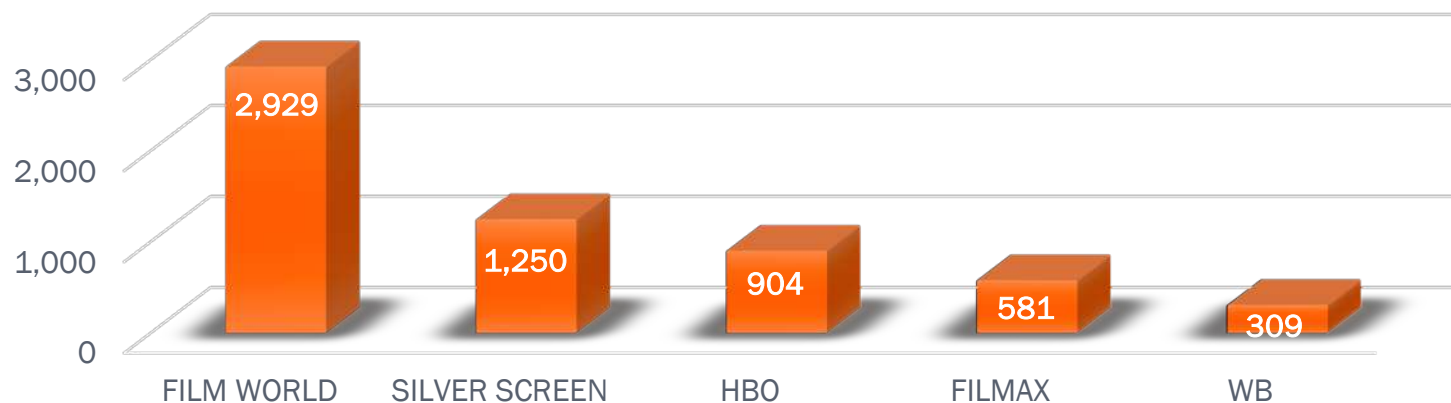
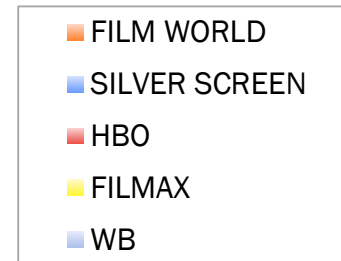
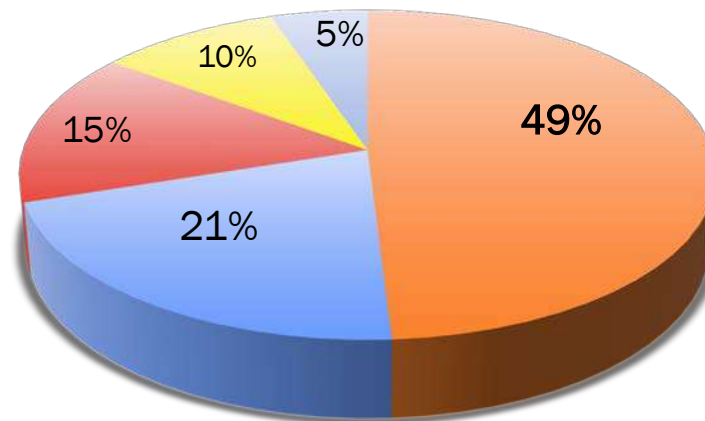


- EXPRESS ENT
- PLAY ENTERTAINMENT
- AAJ ENTERTAINMENT
- GEO KAHANI
- TV ONE
- ATV
- A PLUS
- ARY ZINDAGI
- ARY DIGITAL
- GEO ENTERTAINMENT
- OTHERS

CAT Minutes In Thousands

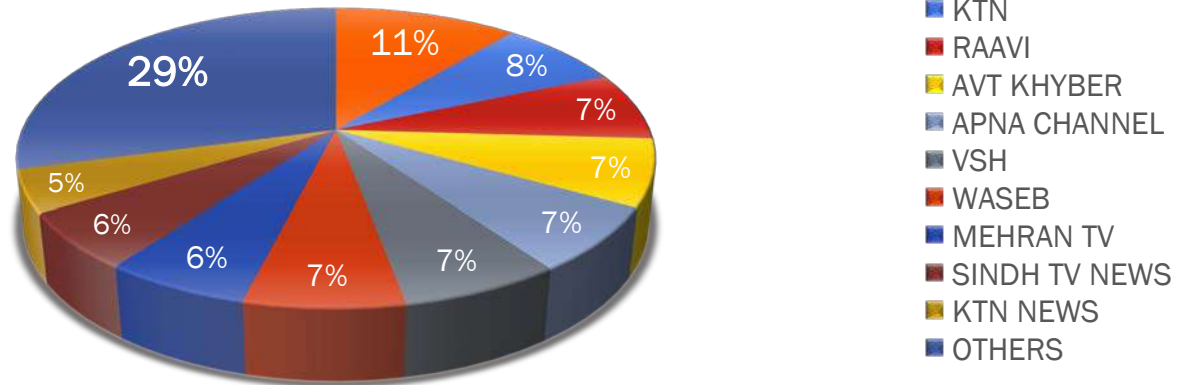


MOVIE CHANNELS | CAT COMPARISON

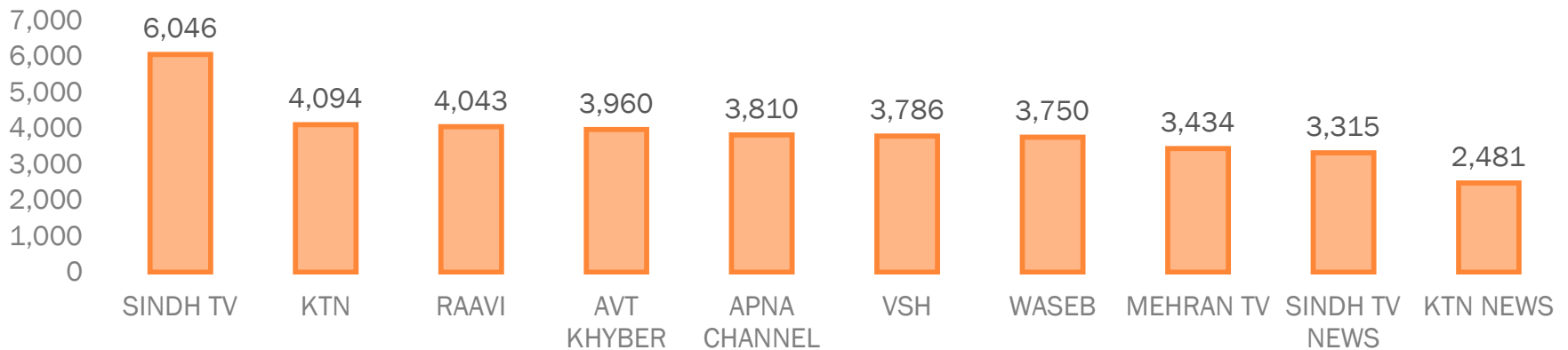


REGIONAL CHANNELS | CAT COMPARISON

Relative Share

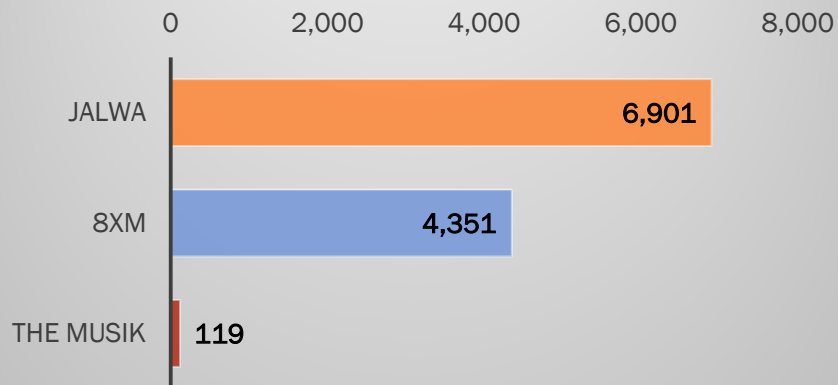


CAT (Minutes)

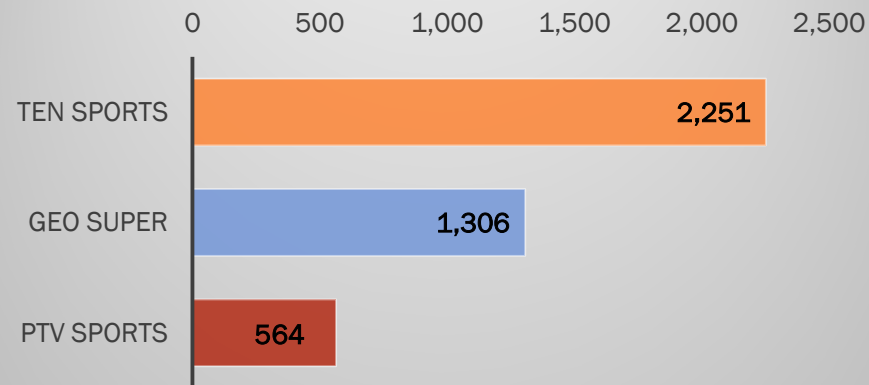


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

Music | CAT (Minutes)



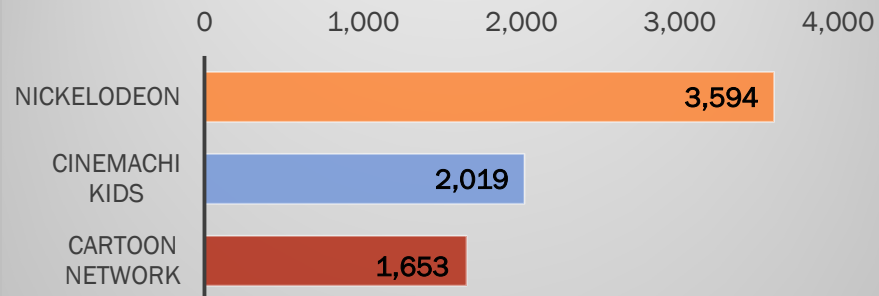
Sports | CAT (Minutes)



Food | CAT (Minutes)



Kids | CAT (Minutes)



Thank You-----😊